



WKMG

ORDER

Print Date 08/03/12 Page 1 of 3

Flight Dates 08/06/12-08/14/12

Contract / Revision 255725 /

Original Date / Revision
08/02/12 08/02/12

Advertiser POL/Mica for Congress/Rep

New till 10/09/11

Agency Sandler and Innocenzi

Buying Contact

705 Prince Street
Alexandria, VA 22314Product
MICA FOR CONGRESS

Agency Com 15%

Billing Contact

705 Prince Street
Alexandria, VA 22314

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order # 06261339

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-State-Republican

Priority P-2

Advertiser Ref

Primary Account Executive

Kristen Waskie

Account Executive Order% Start Date End Date

Kristen Waskie 100%

Order Share 100% Market Value 36400

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	59	\$30,940.00	\$36,400.00	0.00	07/30/12	08/14/12	59	\$30,940.00	\$36,400.00
Totals	59	\$30,940.00	\$36,400.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	08/06/12	08/10/12	Morn News at 5a Morn News at 5a	CM	5-530a	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTWTF--		5				\$300.00		0.00			
E 2	WKMG	08/06/12	08/10/12	4-430p Extra Extra	CM	4-430p	MTWTF--	:30	5	\$350.00	P-2	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTWTF--		5				\$350.00		0.00			
E 3	WKMG	08/06/12	08/10/12	430-5p Inside Edition Inside Edition	CM	430-5P	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTWTF--		5				\$450.00		0.00			
E 4	WKMG	08/11/12	08/11/12	5-7a Sat News Sat 5-7a News	CM	5-7a	-----1-	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



WKMG

Print Date: 08/03/12

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Contract / Revision 255725 Flight Dates 08/06/12-08/14/12

Hiatus Dates

Original Date / Revision 08/02/12/ 08/02/12

Order Sep 00:15:00

Advertiser POL/Mica for Congress/Rej Product MICA FOR CONGRESS

Estimate #

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 4	WKMG	08/11/12	08/11/12	5-7a Sat News Sat 5-7a News	CM	5-7a	-----1-	:30	1	\$125.00	P-2	0.00 NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	-----1-		1				\$125.00		0.00		
E 5	WKMG	08/11/12	08/11/12	7-9a CBS This Morn SatCM 7-9a Sat Early Show	CM	7-9a	-----1-	:30	1	\$275.00	P-2	0.00 NM	1	\$275.00
Week:		08/06/12	08/12/12	-----1-		1				\$275.00		0.00		
E 6	WKMG	08/11/12	08/11/12	Sat 6p News Sat Local 6 News at 6p	CM	6-630p	-----1-	:30	1	\$350.00	P-2	0.00 NM	1	\$350.00
Week:		08/06/12	08/12/12	-----1-		1				\$350.00		0.00		
E 7	WKMG	08/12/12	08/12/12	CBS Evening News CBS Eve News	CM	630-7p	-----1	:30	1	\$450.00	P-2	0.00 NM	1	\$450.00
Week:		08/06/12	08/12/12	-----1		1				\$450.00		0.00		
E 8	WKMG	08/06/12	08/12/12	M-SU 11p News M-SU 11p News	CM	11-1135p	MTWTFSS	:30	5	\$1,200.00	P-2	0.00 NM	5	\$6,000.00
Week:		08/06/12	08/12/12	MTWTFSS		5				\$1,200.00		0.00		
E 9	WKMG	08/06/12	08/10/12	Morn News at 530a Morn News at 530a	CM	530-6a	MTWTF--	:30	4	\$350.00	P-2	0.00 NM	4	\$1,400.00
Week:		08/06/12	08/12/12	MTWTF--		4				\$350.00		0.00		
E 10	WKMG	08/13/12	08/14/12	Morn News at 530a Morn News at 530a	CM	530-6a	MT-----	:30	1	\$400.00	P-2	0.00 NM	1	\$400.00
Week:		08/13/12	08/19/12	MT-----		1				\$400.00		0.00		
E 11	WKMG	08/06/12	08/10/12	Morn News at 6a Morn News at 6a	CM	6-7a	MTWTF--	:30	3	\$400.00	P-2	0.00 NM	3	\$1,200.00
Week:		08/06/12	08/12/12	MTWTF--		3				\$400.00		0.00		
E 12	WKMG	08/06/12	08/10/12	11-12p Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	10	\$600.00	P-2	0.00 NM	10	\$6,000.00
Week:		08/06/12	08/12/12	MTWTF--		10				\$600.00		0.00		
E 13	WKMG	08/13/12	08/14/12	11-12p Price Is Right Price Is Right	CM	11a-12p	MT-----	:30	1	\$650.00	P-2	0.00 NM	1	\$650.00
Week:		08/13/12	08/19/12	MT-----		1				\$650.00		0.00		
E 14	WKMG	08/13/12	08/14/12	M-F 11p News M-F 11p News	CM	11-1135p	MT-----	:30	1	\$1,200.00	P-2	0.00 NM	1	\$1,200.00
Week:		08/13/12	08/19/12	MT-----		1				\$1,200.00		0.00		
E 15	WKMG	08/06/12	08/10/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	MTWTF--	:30	5	\$600.00	P-2	0.00 NM	5	\$3,000.00
Week:		08/06/12	08/12/12	MTWTF--		5				\$600.00		0.00		
E 16	WKMG	08/13/12	08/14/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	MT-----	:30	1	\$650.00	P-2	0.00 NM	1	\$650.00
Week:		08/13/12	08/19/12	MT-----		1				\$650.00		0.00		

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 16	WKMG	08/13/12	08/14/12	Local 6 News 12-1230p	CM	12-1230p	MT-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00	
				Local 6 News 12-1230p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	MT-----			1		\$650.00		0.00					
E 17	WKMG	08/12/12	08/12/12	Sun Prime 7-8p	CM	7-8p	-----1	:30	1	\$2,750.00	P-2	0.00	NM	1	\$2,750.00	
				Sun 7-8p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	-----1			1		\$2,750.00		0.00					
E 18	WKMG	08/12/12	08/12/12	CBS Sunday Morning	CM	9-1030a	-----2	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00	
				CBS Sunday Morning												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	-----2			2		\$1,400.00		0.00					
E 19	WKMG	08/12/12	08/12/12	Face The Nation	CM	1030-1130a	-----1	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00	
				Face The Nation 1-hr												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	-----1			1		\$1,000.00		0.00					
E 20	WKMG	08/06/12	08/10/12	News at 6p	CM	6-630p	MTWTF--	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00	
				News at 6p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	MTWTF--			2		\$900.00		0.00					
E 21	WKMG	08/13/12	08/14/12	Morn News at 5a	CM	5-530a	MT-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00	
				Morn News at 5a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	MT-----			1		\$350.00		0.00					
E 22	WKMG	08/13/12	08/14/12	4-430p Extra	CM	4-430p	MT-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00	
				Extra												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	MT-----			1		\$250.00		0.00					
E 23	WKMG	08/13/12	08/14/12	430-5p Inside Edition	CM	430-5P	MT-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00	
				Inside Edition												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	MT-----			1		\$250.00		0.00					
														Totals	59	\$36,400.00